

Rep Order# 6870014 Ver# 1 Mod# 0 Status Confirmed
EC'd No

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () JOE HECK 4 CONGRESS
 Product JOE HECK 4 CONGRESS
 Estimate# 3187
 Buyer KEGAN BERAN
 Phone#
 Fax#

Traffic Order# 108523 Last Received: 11/06/2012 3:42 PM
 Showing Buylines: All Lines

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P/I/P2/E /3187
 Flight Dates 11/02/2012 - 11/06/2012
 Hiatus Weeks

Rep Firm () PHILADELPHIA
 Sales Office () AMY MCCREARY
 Salesperson ()
 Salesperson Phone# 215-568-5540
 Salesperson FAX# 215-568-1845
 Fax#

— CONTRACT COMMENT —

| Line | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|------|----|-----|-----------|--------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| 1 | 1 | F | 3P-4P | Buyline Comment: PHIL | :60 | \$900.00 | 11/02-11/02 | 1 | 1 | 1 | \$900.00 | |
| 2 | 2 | M | 3P-4P | Buyline Comment: PHIL | :60 | \$900.00 | 11/05-11/05 | 1 | 1 | 1 | \$900.00 | |
| 3 | 3 | M | 5P-630P | Buyline Comment: NEWS | :60 | \$2,400.00 | 11/05-11/05 | 1 | 1 | 1 | \$2,400.00 | |
| 4 | 4 | F | 5P-630P | Buyline Comment: NEWS | :60 | \$2,400.00 | 11/02-11/02 | 1 | 1 | 1 | \$2,400.00 | |
| 5 | 5 | Sa | 8P-9P | Buyline Comment: RALSTON PRIME | :60 | \$2,400.00 | 11/03-11/03 | 2 | 1 | 2 | \$4,800.00 | |
| 6 | 6 | SU | 6A-7A | Buyline Comment: NEWS | :60 | \$700.00 | 11/04-11/04 | 1 | 1 | 1 | \$700.00 | |
| 7 | 7 | SU | 830P-930P | Buyline Comment: NEWS AFF NFL | :60 | \$3,600.00 | 11/04-11/04 | 1 | 1 | 1 | \$3,600.00 | |
| 8 | 8 | SU | 10P-11P | Buyline Comment: L&O | :60 | \$2,400.00 | 11/04-11/04 | 2 | 1 | 2 | \$4,800.00 | |

—REPORT TOTALS—

Report Totals: 10 / \$20,500.00

| | | | | | |
|------------|-------------------------|--------------------------------------|-------------------------------|--------------|------------------|
| Station | KSNV-TV LAS VEGAS, NV. | Agency | () STRATEGIC MEDIA PLACEMENT | Rep Firm | () PHILADELPHIA |
| Advertiser | () JOE HECK 4 CONGRESS | 7669 STAGERS LOOP | Sales Office () | | |
| Product | JOE HECK 4 CONGRESS | DELAWARE, OH 43015 | Salesperson () | AMY MCCREARY | |
| Estimate# | 3187 | Agency C/P/I/P2/E /3187 | | | |
| Buyer | KEGAN BERAN | Flight Dates 11/02/2012 - 11/06/2012 | Salesperson Phone# | 215-568-6540 | |
| Phone# | | Hiatus Weeks | Salesperson FAX# | 215-568-1845 | |
| Fax# | | | | | |

--SALES MONTHLY TOTALS--

Nov 12: 10 / \$20,500.00
 Sales Totals: 10 / \$20,500.00
 Station Totals: 10 / \$20,500.00
 Lines not sent/rcl'd/rtrn: 0 / \$0.00

--COMPETITIVE--

| | | | | | | |
|---------------|----------|----------|---------|---------|----------|----------|
| Market Totals | \$68,333 | CATV 0% | KBLR 0% | KINC 0% | KLAS 28% | KSNV 30% |
| | | KTEN 20% | KTUD 1% | KVCM 1% | KVMY 2% | KWVU 18% |
| | XXXX | C% | | | | |

--COMPETITIVE COMMENTS--

NEW ORDER
EST SHARES

Books NOV12
Demos 3A,35+

-- CREDIT RISK --
CASH IN ADVANCE

Showing Breaklines: All Lines

Traffic Order# 108523

Last Received: 11/06/2012 12:58 PM

Printed: 11/06/2012 3:42 PM
2 of 2